

Little Wizard II

Product Familiarity for Retailers



Wizard Item #: 24902

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Product Description

The Little Wizard II is a unique tool for woodworkers and Do-It-Yourselfers. It is a small, portable, hand-held metal detector. Designed for and marketed primarily to Woodworkers, the Little Wizard is the entry-level metal detector in Wizard's line of Woodworking Metal Detectors.



Why a Metal Detector for Woodworkers?

Recycled wood is less expensive, more available, and often has characteristics and textures that newly milled lumber can't match. In recent years there has also been a sharp rise in the use of recycled wood for environmentally aware consumers and professional builders.

However, recycled wood can often contain scraps of metal, old nails, screws, and wood staples. When a saw blade, planer blade, or router bit hits the hidden metal the results can be devastating. The blade could be permanently damaged leading to costly replacements and more importantly, the woodworker could suffer serious injury.

New wood is not excluded from this picture either. Barbed wire and bullets are commonly embedded in lumber, which can also destroy blades and endanger the woodworker.

By providing an easy-to-use, inexpensive metal detector for woodworkers, recycled wood and new lumber can be checked for hidden metal before being cut or planed. The Little Wizard saves money on blades, and helps to prevent injuries.

Sales Points

The Little Wizard was originally designed for woodworkers as an inexpensive alternative to the costly security wands used by some woodworkers to check recycled lumber for metal. It has several advantages over security metal detectors:

- **Sensitivity.** The Little Wizard has much greater sensitivity for the detection of small objects like staples and nails. Traditional security wands are often designed to find much larger objects such as weaponry, and ignore the small items such as jewelry to save time in security sweeps.
- **Price.** The Little Wizard is one-tenth the cost of security wands
- **Convenience.** The Little Wizard is small enough to fit easily into a tool kit or pocket
- **Design.** Ergonomically designed for woodworkers.
- **Cost Savings.** The Little Wizard provides inexpensive insurance against blade damage.

- **Ease-of-Use.** Quick, easy one-handed operation.
- **Battery Life.** Up to 40 hours of continuous use from a single 9 volt battery.
- **Warranty.** 1 Year Manufacturer Warranty

Product Use Instructions

- 1) Hold the metal detector at least 2 feet away from any metal
- 2) Turn the unit on by rotating the thumbwheel
- 3) The unit will make a sound. Turn the thumbwheel until the sound just stops.
- 4) Demonstrate the unit on a visible piece of metal.

Product Tuning Instructions

We recommend doing this procedure in similar climate conditions to those in which the product will be used (temperature, humidity). The unit may need to be re-tuned if temperature, humidity, or location changes.

- 1) Turn on the unit by turning the thumbwheel to about half-way
- 2) Adjust the small fine-tuning screw until the sound just stops.
- 3) Check on a visible piece of metal.

Product Marketing & Reviews

The Little Wizard has been seen in the following media:

Canadian Woodworking - *“five stars out of five”
and was rated one of “the ten best new tools of
2001.”*

Halifax Sunday News - *“the ten best new wood-
working tools of 2001.”*

Fine Woodworking - *“The next time a friend wants
to resaw some salvaged lumber.. I’ll be mighty
glad to have one of these detectors handy.”*

Woodenboat Magazine - *“When you combine [the
ability to locate non-ferrous metals] with the \$20
price tag, not owning one seems like false
economy.”*

Handy - *“This tool worked excellently in detecting
metal and saved me from damaging a saw
blade.”*

American Woodworker - *“A metal detector that’s
good and cheap.”*

Norm Abrams’ New Yankee Workshop - *Used on
Air*

BobVila.com - *“Bob Vila’s Smart Buys”*

Fine Homebuilding - *“The Little Wizard is pretty
cheap insurance.”*

Little Wizard Merchandising

Wizard Industries marketing of the Little Wizard has been primarily to woodworkers. Due to the level of promotion the Little Wizard has already had on television and in print, they expect to find it with woodworking equipment. For best sales results, display the Little Wizard in the following areas:

1. **Power Tool and Blade Area**, with planers, table saws, routers, band saws, jointers.
2. **Power Tool Accessories**, with blades, bits, knives, sandpaper, etc.

Caution: Though the product can be used as a studfinder, by locating metal nails and screws holding drywall, The Little Wizard should NOT be placed with studfinders.

Clip strips, floor displays and other sales materials are available directly from Wizard Industries.

Warranty Procedures

The Little Wizard II is covered by a Manufacturer's warranty for 1 year from date of purchase. Customers can contact Wizard Industries directly, at 888-346-3826 to arrange for warranty repair or replacement at Wizard Industries' discretion.

Product Specifications:

Name: Little Wizard II

Wizard Item #: 24902

UPC: 021633249024

Dimensions: 8 5/8" Long, 2 1/2" Wide (at the detector head), 1 1/2" Thick, 5.3 Oz.

Types of metal detected: Responds to all types of steel, stainless steel, zinc, magnesium, aluminium, copper, brass, etc.

Scanning Coil Size: 2" wide

Power: One 9-Volt battery (not included)

Switches: On/Off Adjustment dial; fine tuning adjustment screw.

Alert Indicators: Piezo tone alert and LED lights to indicate the presence of metal.

Sensitivity: Under ideal conditions, and with a properly tuned unit, the Little Wizard II can detect:

a solid piece of metal at approximately 3" deep

a large deck screw at up to 2"; a medium nail at up to 1"

a paneling nail at up to 1/2"

a wood staple at up to 3/8"

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